

Message Text

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ACTION ARA-10

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FM AMEMBASSY SAN SALVADOR

TO SECSTATE WASHDC 4843

INFO USDOC WASHDC

USIA WASHDC

AMEMBASSY MEXICO

LIMITED OFFICIAL USE SAN SALVADOR 0820

E.O. 11652 N/A

TAGS: BEXP, ES, AFSB

SUBJ: SIXTH INTERNATIONAL FAIR OF EL SALVADOR

REF: A. SAN SALVADOR 0710; B. SAN SALVADOR 0737

USDOC FOR OIM/BIC, PORTER CLARY; USIA FOR ILI, JOHN CARR

1. FORMIN BORGONOVO INVITED ME TO CALL ON HIM
FEBRUARY 27 TO DISCUSS SEVERAL MATTERS, THE FIRST OF WHICH
WAS U.S. PARTICIPATION IN UBJECT FAIR. SPECIFICALLY CITING
NTHE NEW "SPIRIT OF TLATELOLCO" AND THE "IMPROVED
COMPETITIVE TRADE POSITION OF THE U.S. VIS-A-VIS THE EUROPEANS
AND JAPANESE AS A RESULT OF THE ENERGY CRISIS, CANDIDLY MENTIONED
BY DR. KISSINGER IN MEXICO CITY", THE FORMIN ASKED FOR A
RECONSIDERATION OF THE U.S. POSITION, I.E., WHETHER THE
U.S. MIGHT NOW FIND IT WITHIN ITS MEANS TO SUBSIDIZE A U.S.
PAVILLION AS IT HAS DONE IN THE PAST. (FROM THE FOREGOING
I SURMIZE THAT HE DID NOT RAISE THIS SUBJECT IN MEXICO.)

2. I REITERATED THE CONSIDERATIONS WHICH LED TO COMMERCE'S
DECISION NOT TO SUBSIDIZE, TOLD HIM I DID NOT THINK THAT THE
SITUATION HAD CHANGED AND GAVE HIM A COPY OF THE EMBASSY'S
PRESS GUIDANCE STATEMENT WHICH SUMMARIZED OUR POSITION. (REFTEL B)
NEVERTHELESS, I PROMISED TO REPORT HIS PLEA TO WASHINGTON.

3. LATER THAT DAY, AT A LUNCHEON WITH TWELVE OF THE MOST PROMINENT
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EXECUTIVES MANAGING U.S. INTERESTS HERE, I WAS ASKED ABOUT THE

U.S. POSITION ON PARTICIPATING IN THE FAIR. I TOLD THEM ABOUT THE RESTRAINTS ON COMMERCE'S SUBSIDY AND OUR ON-GOING NEGOTIATIONS TO PUT TOGETHER A U.S. PAVILLION AND ENCOURGED THEM TO FAVORABLY CONSIDER THEIR OWN PARTICIPATION IN THIS EFFORT. THEY ALL EXPRESSED CONCERN OVER THE IMPACT SHOULD THERE NOT BE A U.S. PAVILLION, INEVITABLE GOES RESENTMENT AN POSSIBLE OFFICIAL OBSTRUCTIONISM IN THEIR FUTURE DEALINGS WITH THE GOES. WHILE I AGREED THERE WOULD BE RESENTMENT, I THOUGHT IT UNLIKELY THAT GOES WOULD BE VINDICTIVE SINCE IT WAS TAKING GREAT PAINS TO CREUTE A FAVORABLE CLIMATE FOR FOREIGN AND, ESPECIALLY U.S., INVESTMENT. WE ENDED ON THE NOTE THAT THEY WOULD WORK HARD TO OBTAIN INDIVIDUAL PARTICIPATION BY THEIR OWN HITHERTO UNINTERESTED FIRMS, AND OTHERS, AND WOULD KEEP ME INFORMED OF THEIR EFFORTS IN THE COMING WEEKS. THEIR PARTICIPATION WOULD SUPPLEMENT AMERICAN CHAMBER OF COMMERCE'S EFFORTS TO GET 40 OR 50 OF IS MEMEBERS TO POOL THEIR RESOURCES FOR A CHAMBER EXHIBIT (REFTEL A).

4. WE WILL FOLLOW THROUGH WITH THIS GROUP AND CONTINUE TO ENCOURAGE THE CHAMBER'S EFFORTS. WE WILL ALSO APPROACH THOSE LARGER SALVADORAN FIRMS WHICH HAVE HITHERTO PREFERRED TO EXHIBIT IN THEIR INDIVIDUAL OR SALVADORAN PAVILION AND URGE THEM TO CONSIDER EXHIGITIONS OF THEIR U.S. PRODUCTS IN A U.S. PAVILION THIS YEAR. SHOULD THEIR COMBINED EFFORTS RESULT IN COMMITMENTS FROM 20 OR MORE EXHIBITORS WE WILL MOST ASSUREDLY NEED COMMERCE'S AGREEMENT TO TRADE CENTER MEXICO' PROVIDING A PAVILION MANAGER AS PREVIOUSLY DISCUSSED BY PORTER CLARY AND I.PAUL DE PEDRAZA.
MOSKOWITZ

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